



Station Order Revised Kaine for Senate 2012

Market: Norfolk-Virginia Beach

Flight Dates: Monday, September 24, 2012 to Sunday, September 30, 2012

Estimate ID

11507

Contact: Eileen Baggett

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Phone: 757-393-1010

Fax: 757-396-6151

Direct:

WAVY-TV

Program Name	DP	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
WAVY 5a News	EM	M-F	30	\$125.00			1					1
5:00 AM 6:00 AM				\$125.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
WAVY 6a News	EM	M-F	30	\$350.00	1	1	1	1	1			5
6:00 AM 7:00 AM				\$1,750.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Today Show	EM	M-F	30	\$350.00	1	1	1	1	1			5
7:00 AM 9:00 AM				\$1,750.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Sunday Today	EM	Su	30	\$225.00							1	1
8:00 AM 9:00 AM				\$225.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
Today II	DT	M-F	30	\$125.00				1				1
9:00 AM 10:00 AM				\$125.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
Today III	DT	M-F	30	\$100.00	1							1
10:00 AM 11:00 AM				\$100.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
WAVY Noon News	DT	M-F	30	\$75.00			1					1
12:00 PM 1:00 PM				\$75.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
Days of Our Lives	DT	M-F	30	\$125.00					1			1
1:00 PM 2:00 PM				\$125.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
Anderson Cooper	EF	M-F	30	\$125.00		1		1				2
4:00 PM 5:00 PM				\$250.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
WAVY 5p News	EN	M-F	30	\$350.00	1	1	1	1	1			5
5:00 PM 5:30 PM				\$1,750.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
WAVY 5:30p News	EN	M-F	30	\$350.00	1	1	1	1	1			5
5:30 PM 6:00 PM				\$1,750.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
WAVY 6p News	EN	M-F	30	\$450.00	1	1	1	1	1			5
6:00 PM 7:00 PM				\$2,250.00								
95% Chance of PE at LUR per WAVY. Move to L3.												

Chris Vail

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

Date/Time Sent: 7/31/2012 12:19:25 PM

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		Length			Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
Ent Tonight	PA	M-F	30	\$300.00	1				1			2
7:00 PM 7:30 PM				\$600.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Access Hollywood	PA	M-F	30	\$300.00			1					1
7:30 PM 8:00 PM				\$300.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
The Voice	PT	Tu	30	\$1,200.00		1						1
8:00 PM 9:00 PM				\$1,200.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
WAVY 11p News	LN	M-F	30	\$500.00	2	2	2	2	2			10
11:00 PM 11:35 PM				\$5,000.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Saturday 11p News	LN	Sa	30	\$500.00						1		1
11:00 PM 11:30 PM				\$500.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Sunday 11p News	LN	Su	30	\$500.00							1	1
11:35 PM 12:05 AM				\$500.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Tonight Show	LF	M-F	30	\$125.00	1	1		1				3
11:35 PM 12:35 AM				\$375.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
Station Gross Totals				\$18,750.00	10	10	10	10	9	1	2	52

Chris Vail

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